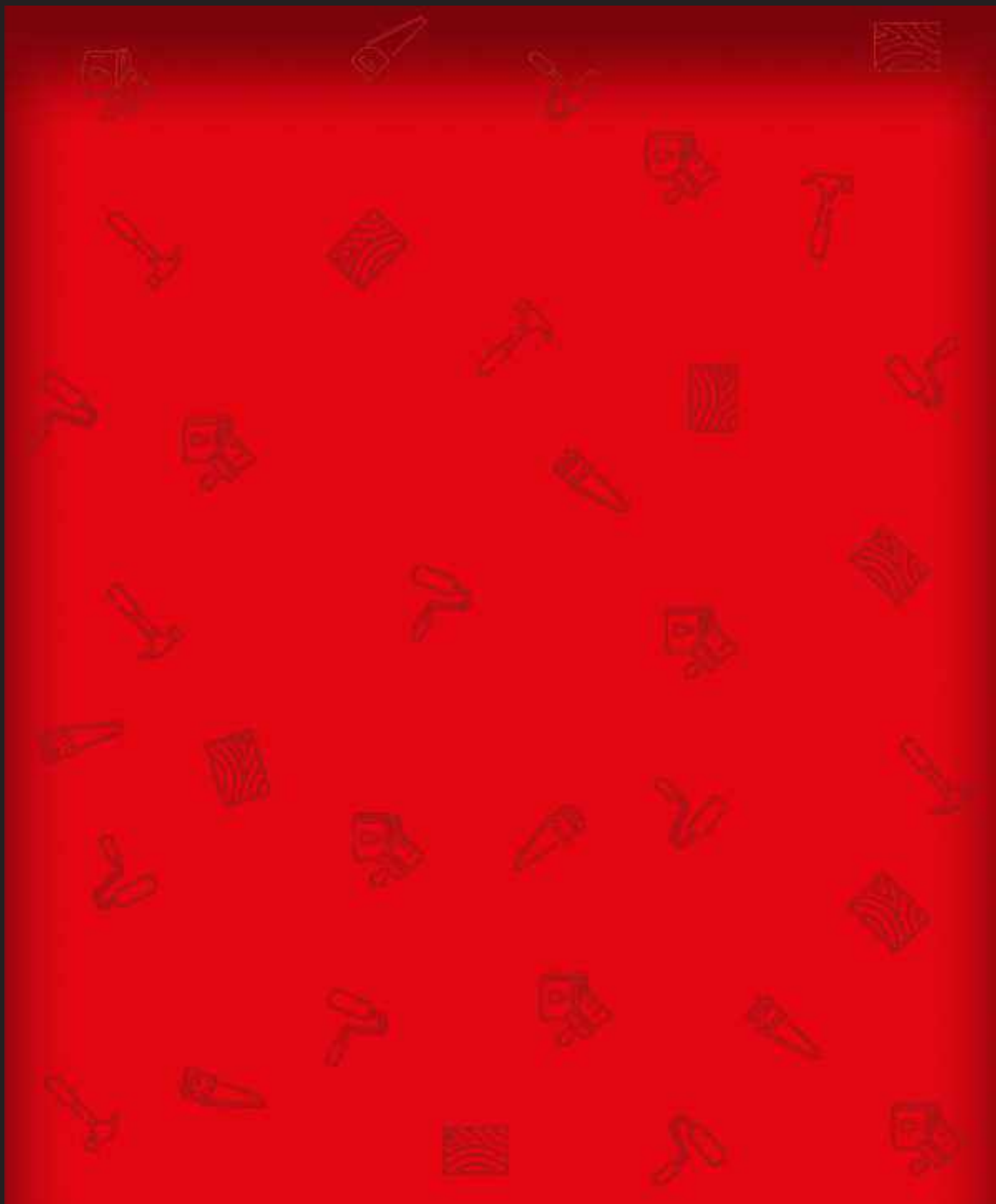


ICA

ITALIAN WOOD FINISHES





Umore is a passionate design expression by ICA reflecting luxury and style. It is a bouquet of exquisite signature palettes amalgamated from ICA finishes. Each palette is thoughtfully handpicked to create exclusive design moods.

The inspiration of Umore palettes ranges from multiple art forms and the grandeur of beauty that surrounds us.

Each design mood is intended to stimulate the thoughts of a designer and experiment with unconventional attempts to create extraordinary designs.

Welcome to the design world.
Welcome to Umore.


Manish Airee
VP-Sales & Marketing

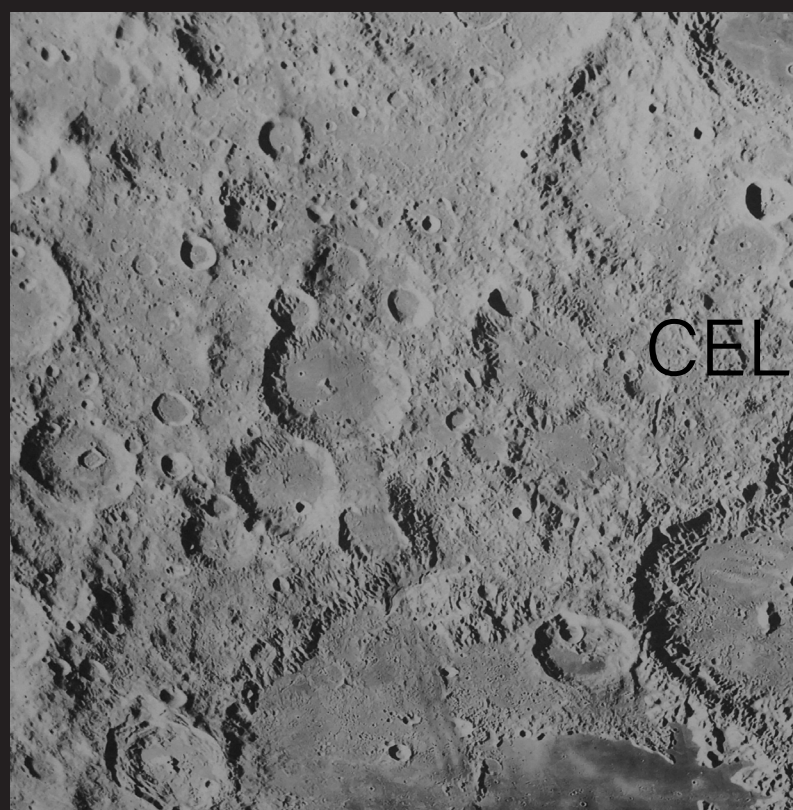


After passing through the testing times of the pandemic, as we progress towards the mid of the year 2022, we see a ray of hope, a sigh of relief and a tinge of happiness. The pandemic united the whole of the human population beyond boundaries. It also taught us to respect nature and the entire universe beyond it.

ICA welcomes and celebrates this new beginning with the launch of UMORE, the exquisite collection of unique ICA mood palettes. UMORE Season 1.0 2022 brings in a stunning assemblage of five themes expressing the globe's beauty and beyond.



SEASON 1.0



CELESTE REGNO



NATURE A LA
MODE



LA PRIMAVERA



BLUEASTRA

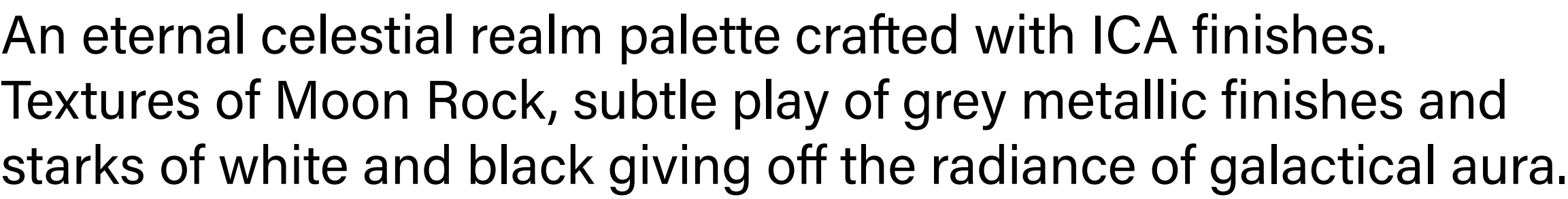


SABIA

CELESTE REGNO

The mystic, divine and infinite existence of
the universe expanding inside your mind & space.





ASTEROIDE

from CELESTE REGNO

Bold use of moon rock textures with grey metals and black highlights.



Full Ht. Side Panel:	FINEZZA	Pigmented Black Matt
Bed Fascia:	CREATIVA	Oxidized Steel
Headboard back panel:	CREATIVA	Moon Rock
Side Table:	CREATIVA	Oxidized Steel
Window Unit:	FINEZZA	Pigmented Black Matt
Planter Legs:	FINEZZA	Pigmented Black Matt



CREATIVA
Moon Rock



FINEZZA
Pigmented
Black Matt



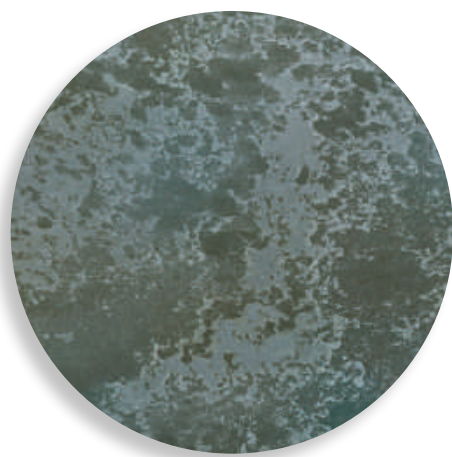
CREATIVA
Steel Oxidised

RETTITUDINE

from CELESTE REGNO

The shades of blue picked up from the galaxy and merged with oxidized metals.

Table:	TINTE
Vertical Panel/Ceiling panel:	CREATIVA Blue Moon Rock
Table Base:	FINEZZA Pigmented Matt
Stool Legs:	FINEZZA Pigmented Matt
Sit out block/Stool top:	CREATIVA TINTE
Chimney:	CREATIVA Liquid Foil Tin
Overhead Unit/Bottom Unit:	CREATIVA Lead Effect
Top Unit:	CREATIVA Liquid Foil Tin



CREATIVA
Blue Moon
Rock



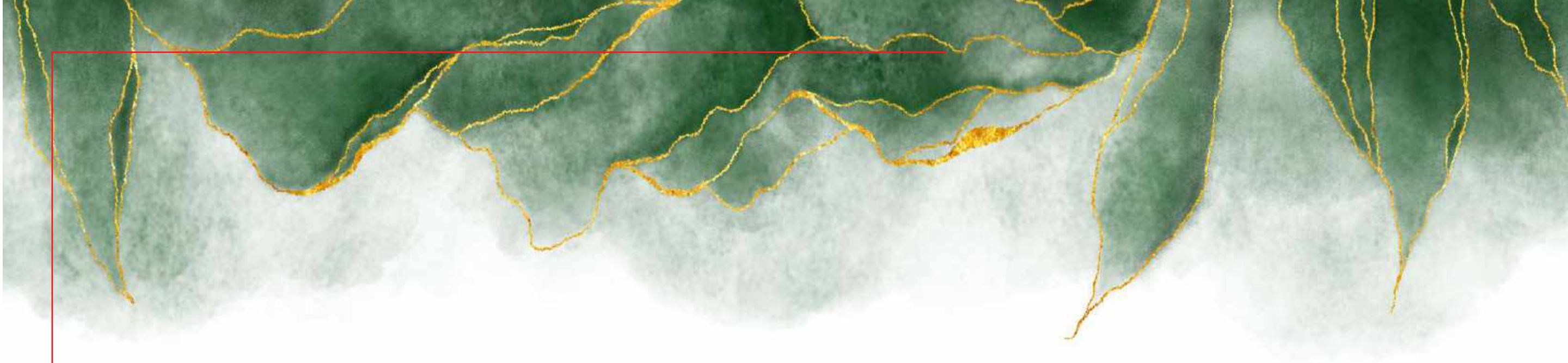
CREATIVA
Lead Effect



CREATIVA
Liquid Foil Tin

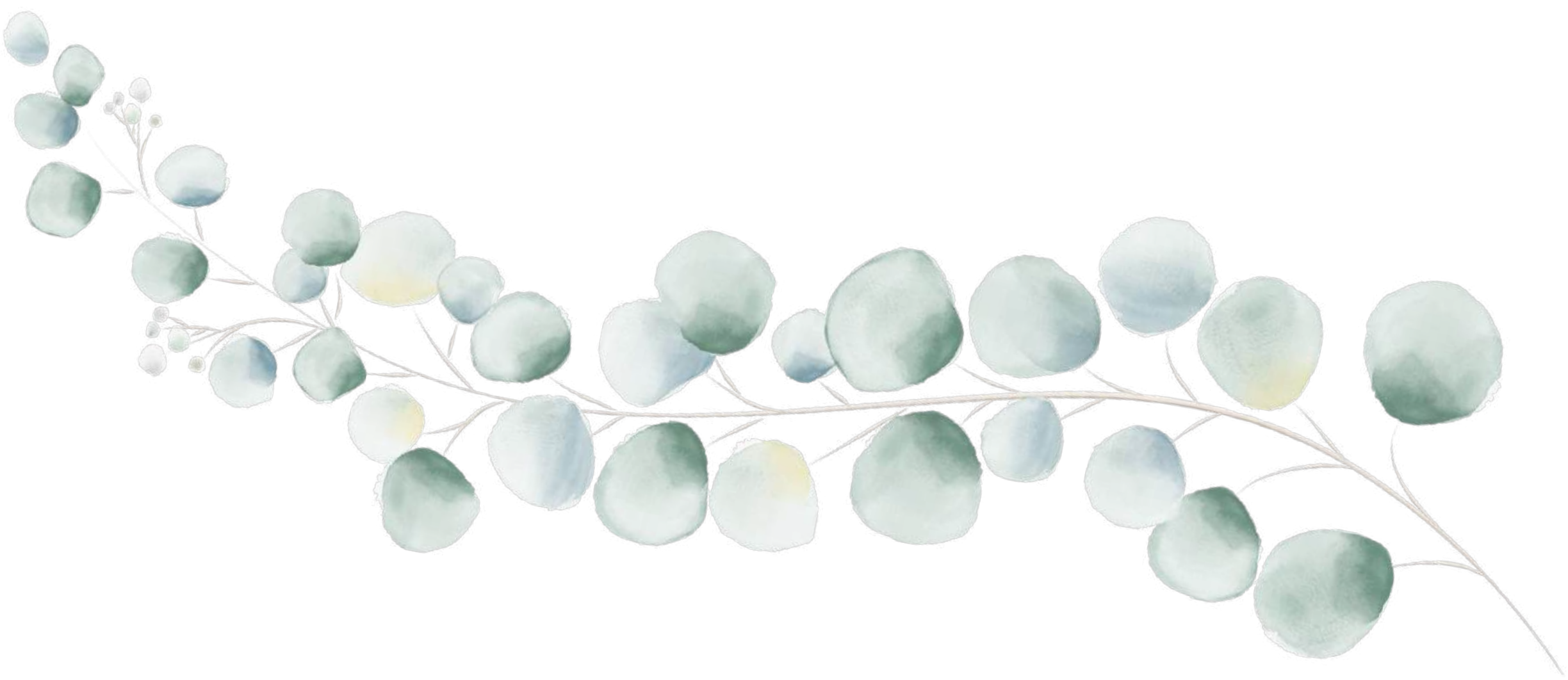


CREATIVA
Tinte



NATURE A LA MODE

Organic beauty of mother nature captured into the space.





Forest greens, textures of wood and the golden glow of crop fields extracted to create a harmony of nature. Palette dominated by ICA CREATIVA Marble and Metal series along with Finezza clear matt coatings.



Primary Swatches: ICA CREATIVA | Pearl Series with shades of green

GRANDIOSA

from NATURE A LA MODE

Workspace celebrating the grandeur of nature.



Statue Side wall:	FINEZZA		Pigmented Matt
Back wall:	CREATIVA		Antique Armonie Torba
Executive Drawer Unit:	CREATIVA		Hammered Pearl Mint
Executive Table Top:	LUCIDO		Pigmented Black Gloss
Book Shelf niches:	CREATIVA		Hammered Pearl Mint
Table Base:	CREATIVA		Liquid Foil Gold



FINEZZA
Pigmented Matt



CREATIVA
Antique
Armonie Torba



CREATIVA
Liquid
Foil Gold



CREATIVA
Hammered Pearl
(Mint - NCS S-0540-G20Y)

SUI GENERIS

from NATURE A LA MODE

A unique warm countryside ambience.

Wall 1:	CREATIVA	Large Pearl
Coffee Table top:	AQUABELLA	Clear Matt
Coffee Table Base:	AQUABELLA	Clear Matt
Wall 2:	CREATIVA	Hammered Pearl Mint
Side Board Doors:	AQUABELLA	Clear Matt
Sofa Wood:	AQUABELLA	Clear Matt



CREATIVA
Large Pearl



AQUABELLA
Clear Matt



CREATIVA
Hammered Pearl
(Mint - NCS S-0540-G20Y)



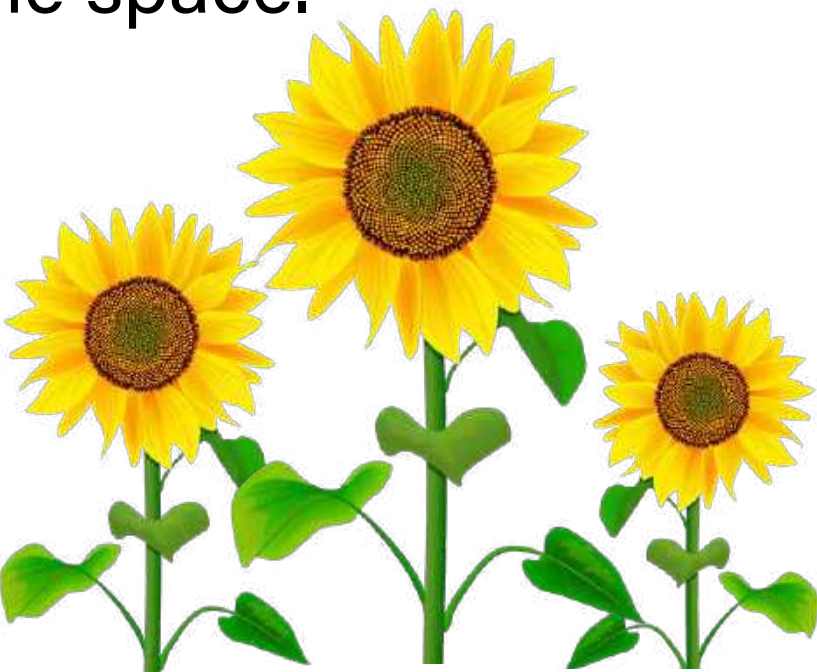
LA PRIMAVERA

A bright, happy springtime moment captured and transformed into a dwelling.





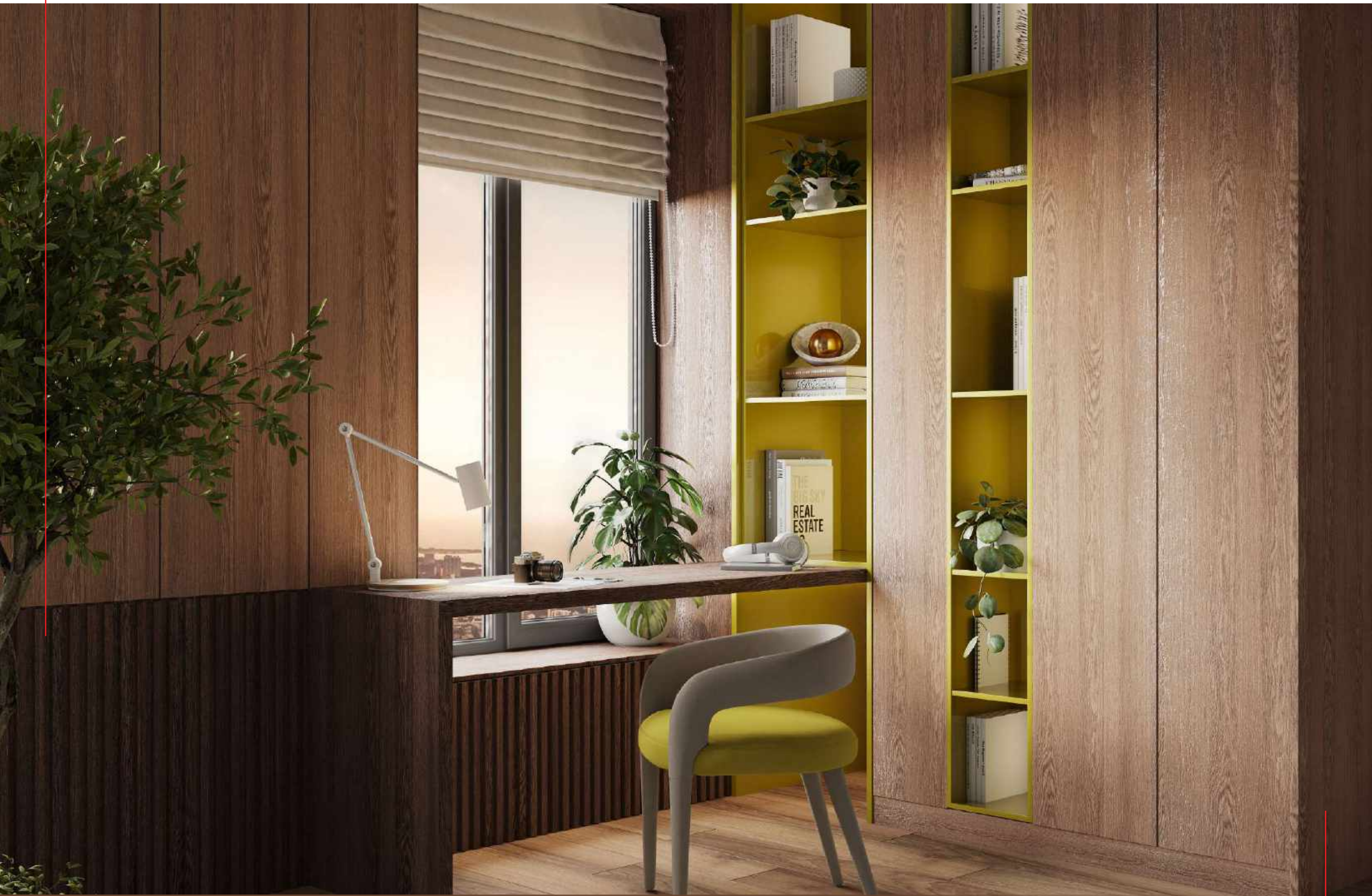
Powerful play of tones of yellow, warm wood textures and lots of browns infused into the space.



CALORE

from LA PRIMAVERA

Warm cosy study brightened
with colours to charge you up.



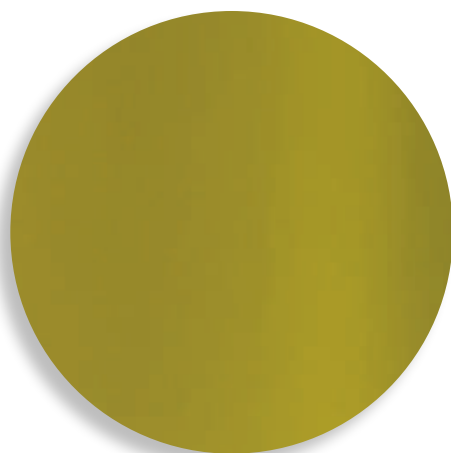
Full Ht. Unit:	FINEZZA	Clear Matt
Niche:	FINEZZA	Pigmented Matt
Table:	FINEZZA	Clear Matt
Top Panelling:	FINEZZA	Clear Matt
Bottom Panelling:	FINEZZA	Clear Matt
Chairs Legs:	FINEZZA	Pigmented Matt



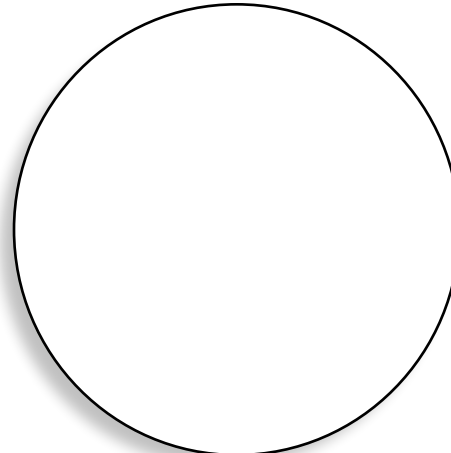
FINEZZA
Clear Matt



FINEZZA
Clear Matt



FINEZZA
Pigmented Matt
(NCS-S-1075-G90Y)



FINEZZA
Pigmented Matt

GIOIOSA

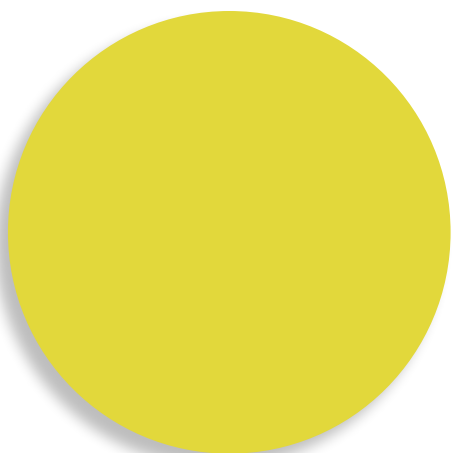
from **LA PRIMAVERA**

A poppy island kitchen for happy cooking.

Top/Bottom Unit:	FINEZZA	Clear Matt
Chimney:	FINEZZA	Pigmented Gloss
Island Unit Base:	CREATIVA	Corten Effect
Island Unit Top:	CREATIVA	Black TSBR
Bar Chair:	FINEZZA	Pigmented Matt
Bar Chairs Legs:	FINEZZA	Pigmented Black Matt
Staircase Unit:	CREATIVA	Corten Effect
Door:	FINEZZA	Pigmented Matt



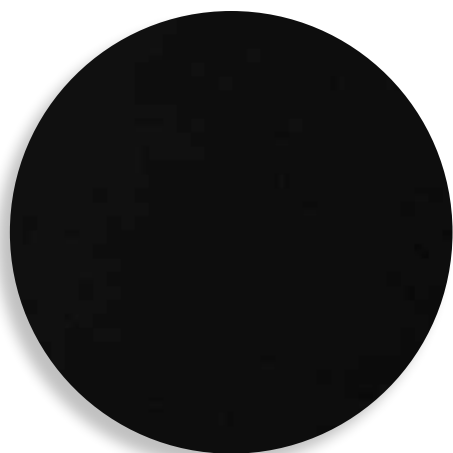
CREATIVA
Corten Effect



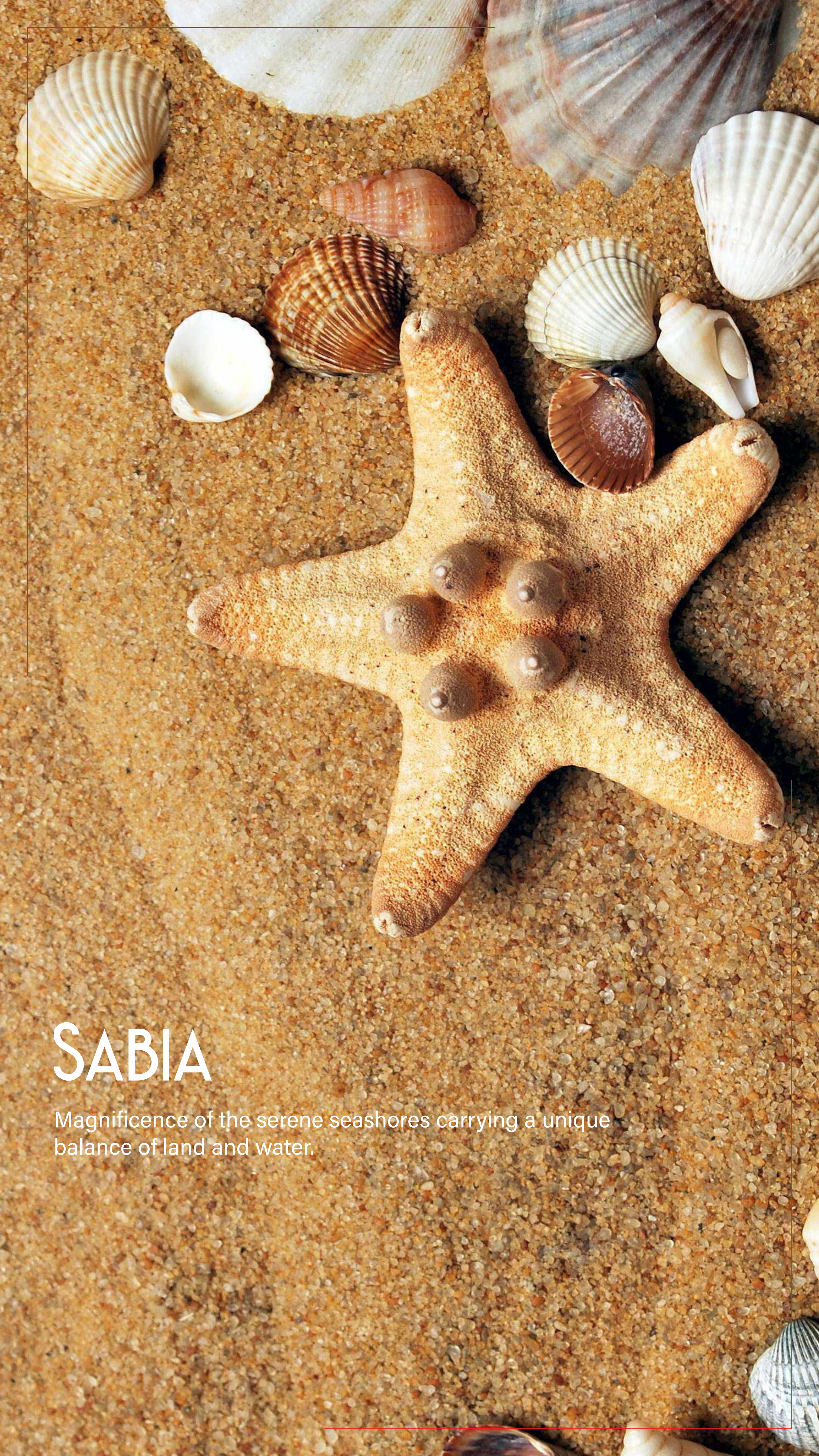
FINEZZA
Pigmented Matt
(NCS-S-1070-G80Y)



FINEZZA
Pigmented Matt



CREATIVA
Black TSBR

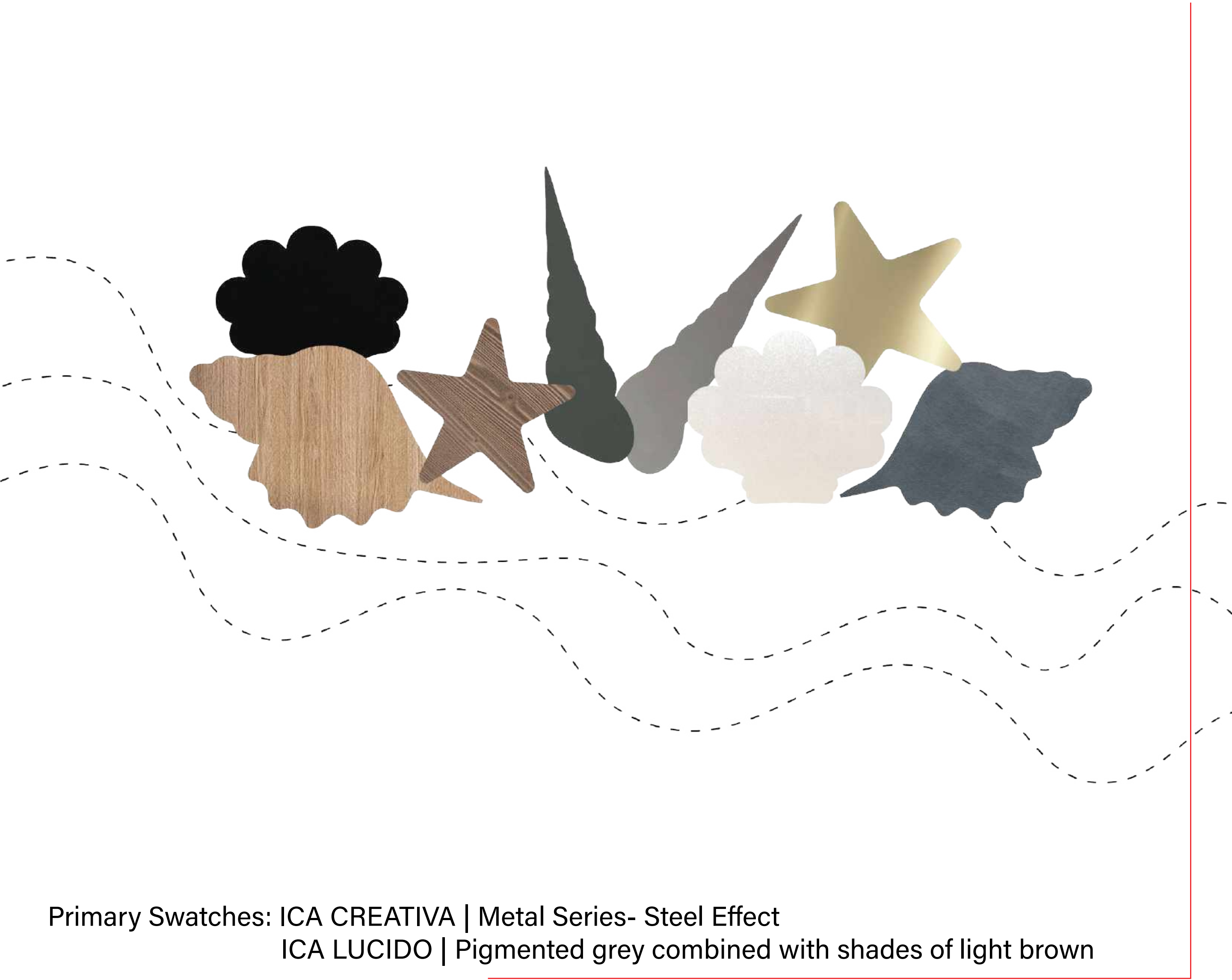


SABIA

Magnificence of the serene seashores carrying a unique balance of land and water.



A palette carrying the perpetual cadence of the vast sea shores filled with endless sand beds and extracts of oceanic wildlife. The tones of grey and brown creates a space perfect for contemplation. The metallic strokes of gold and steel glitters like silica on the sand.



Primary Swatches: ICA CREATIVA | Metal Series- Steel Effect
ICA LUCIDO | Pigmented grey combined with shades of light brown

CINDERS

from **SABIA**

Enthralled with the beauty
of warm grey.

Wall:	LUCIDO	Pigmented Gloss
Bench Sit out top and Legs:	AQUABELLA	Clear Matt
Table Base 1:	CREATIVA	Liquid Foil Gold
Table Base 2:	LUCIDO	Pigmented White Gloss
Sideboard Doors:	LUCIDO	Pigmented Gloss
Sideboard Legs & Top:	CREATIVA	Liquid Foil Gold



AQUABELLA
Clear Matt



CREATIVA
Liquid Foil Gold



LUCIDO
Pigmented Gloss



LUCIDO
Pigmented Gloss
(NCS-S-5005-G50Y)

LA CENERE

from **SABIA**

Synthesis of the warmth of wood with steel grey to form the masterpiece.



Wall 1:	AQUABELLA	Clear Matt
Wall 2:	FINEZZA	Pigmented Matt
Table Top:	LUCIDO	Pigmented Black Gloss
Table Base:	AQUABELLA	Clear Matt
Sideboard Doors:	CREATIVA	Titanium Metal
Sideboard Legs:	AQUABELLA	Clear Matt



AQUABELLA
Clear Matt



CREATIVA
Titanium Metal



LUCIDO
Pigmented
Black Gloss



FINEZZA
Pigmented Matt
(NCS-S-2005-R90B)

BLUA STRA

Soothing, serene interiors drove
by the coolest shades of blue.





Blue, a sign of faced - paced new technology and modernism. And on the other hand, a colour of serenity that brings a sense of respite and relaxation. Bluastra palette thus represents a fine balance of dynamicity and amity, creating a space perfect for rejuvenating and ruminating.



CIELO

from **BLUASTRA**

Envisaging the purest skies
decanted into the space.



Wall 1:	CREATIVA	Satin Metal Copper
Wall 2:	FINEZZA	Pigmented White Matt
Table Top:	FINEZZA	Pigmented Matt
Table Base:	FINEZZA	Pigmented Black Matt
Sideboard Doors:	FINEZZA	Pigmented Matt
Sideboard Legs:	FINEZZA	Clear Matt



FINEZZA
Pigmented Matt
(NCS-S-5020-B)



FINEZZA
Pigmented Matt



CREATIVA
Satin Metal
Copper



FINEZZA
Pigmented
Black Matt

CUCINA BAY

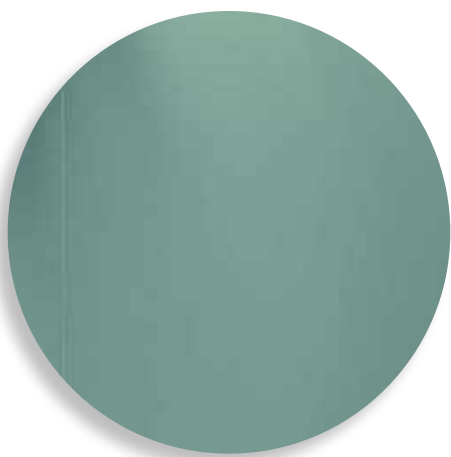
from **BLUA STRA**

Experience the culinary delight at the shores.

TV Ledge Panel:	FINEZZA	Metallic
Table Top:	AQUABELLA	Clear Gloss
Table Legs:	CREATIVA	Manganese Effect
Chair Legs:	CREATIVA	Manganese Effect
Chair Back:	AQUABELLA	Clear Gloss
Sofa Legs:	AQUABELLA	Clear Gloss



AQUABELLA
Clear Gloss



FINEZZA
Pigmented Matt
(VM90090701)

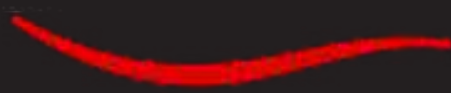


CREATIVA
Manganese Effect



ICA Pidilite is a range of exquisite Italian wood finishes that represents the highest standards of quality and finesse one has come to expect from Italy: the land of great interior design, and the preferred choice of Italy's leading designers and designer décor brands.

Through its diverse offering of wood finishes, ICA allows architects and interiors designers to express their artistic sensibility in way that is uniquely theirs, enabling them to curate and express their personal style and aesthetic. Simply put, ICA reflects their discernment.



GOOD TASTE SHOWS